

Message Text

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ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W
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P R 240551Z OCT 75
FM AMEMBASSY TEHRAN
TO SECSTATE WASHDC PRIORITY 4053
USDOC WASHDC
INFO AMEMBASSY KUWAIT

UNCLAS TEHRAN 10440

E.O.11652: N/A
TAGS: BTRA, IR
SUBJ: MISSISSIPPI STATE TRADE MISSION

REF: TEHRAN 9997

1. GOVERNOR WALLER AND MISSISSIPPI BUSINESS GROUP SPENT
PRODUCTIVE WEEK IN TEHRAN, DEPARTING MORNING OCTOBER 23 FOR
KUWAIT.

2. GOVERNOR RECEIVED CONCRETE RESPONSE TO PROPOSAL FOR
SCHOOL FEEDING PROGRAM, WHICH WAS MAIN PURPOSE OF VISIT.
MINISTER OF COMMERCE MAHDAVI ORDERED 500 TONS OF PROTEIN
"COOKIE" PRODUCT (BASIC DOUGH MADE FROM SOYBEAN CONCENTRATE)
FOR CONTINUATION OF EXPERIMENTAL TESTING PROGRAM BEGUN
DURING VISIT. (FOOD TECHNOLOGIST IN GROUP VISITED TWO
SCHOOLS WITH SAMPLES AND QUESTIONNAIRES.) DELIVERY IS TO
BE COMPLETED WITHIN CURRENT IRANIAN YEAR. MINISTRY HAS
ACKNOWLEDGED THAT IT WILL HAVE TO ARRANGE FOR EXPEDITING
THROUGH PORT CONGESTION TO MEET DELIVERY DATES.
MISSISSIPPI PROPOSAL BASED ON COST OF APPROXIMATELY 20
CENTS PER SERVING, OF WHICH 4-5 PERCENT REPRESENTS
SHIPPING CHARGES. TWO FOOD TECHNOLOGISTS REMAINING
THROUGH OCTOBER 27 FOR FURTHER DISCUSSIONS WITH MINISTRY
AND PROSPECTIVE LOCAL PARTNER WHO WILL BE NEEDED TO WORK
OUT DISTRIBUTION END OF PACKAGE. FUGATE EXPECTS THAT ONE
OF PARTY (PROBABLY HIMSELF) WILL RETURN WITHIN THREE
MONTHS TO CONTINUE NEGOTIATIONS. (COMMENT: SINCE PRO-
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GRAM ANNOUNCED LAST YEAR, MINISTRY OF COMMERCE HAS

RECEIVED NUMEROUS PROPOSALS FOR HACKAGE OR COMPONENTS OF PROGRAM, BUT AS YET HAS MADE NO FINAL DECISION ON CONTRACT OR IMPLEMENTATION. HIGH-LEVEL RESPONSE AND ENCOURAGEMENT FOR MISSISSIPPI GROUP INDICATES CONTINUING HIGH PRIORITY PROGRAM AND SOME PROGRESS TOWARD POSSIBLE SOLUTION. WE BELIEVE ENTHUSIASM OF RESPONSE FROM GOI DUE IN GREAT PART TO PRESENTATION AND SAMPLING PROCESS WHICH TWO FOOD TECHNOLOGISTS UNDERTOOK.)

3. HOUSING MEMBERS AND ARCHITECT WERE BRIEFED BY EMBASSY AND WORKING LEVEL APPOINTMENTS ARRANGED FOR THEM IN HOUSING ORGANIZATION AND MORTGAGE AND CONSTRUCTION BANKS. WALTERS OFFERED CONTRACT FOR 6,000 UNITS BY MORTGAGE BANK WHICH HE PREPARED SIGN AFTER COMMUNICATING WITH SUB-CONTRACTORS IN U.S. (NOTE: PLEASE INFORM HUD-FRAN DELUCIA, OFFICE OF INTERNATIONAL AFFAIRS).

4. COMMENT: FUGATE WORKED CLOSELY WITH AND OUT OF EMBASSY'S COMMERCIAL SECTION. VISIT WAS GOOD FOLLOW-UP TO SPRING 1975 VISIT. AS WE WERE CLOSELY INVOLVED IN ANY CASE, WE WOULD HAVE PREFERRED TO HAVE HAD COORDINATED MESSAGE PRIOR ARRIVAL (REFTEL). GROUP OF THIS SIZE WITH VERY SPECIFIC TARGETS FORMS A MUCH MORE FEASIBLE WORKING ARRANGEMENT THAN GROUP OF LAST SPRING, AS FUGATE HIMSELF ACKNOWLEDGED. HE WAS A PLEASURE TO WORK WITH AND WE LOOK FORWARD TO SEEING HIM AGAIN IN THE NEAR FUTURE.
MIKLOS

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